January 20, 1998

RJR Account # 839530
Continental Tobacco
2146 Atco Avenue
Atco, NJ 08004

**February Doral Buy 1 Carton Get 5 Packs Free # 800021**

Doral Product and Shipper have been packaged and are available for your wholesale supplier - Bernstein. If you have changed suppliers or this is not your current supplier please call our Operations Office at 610-280-9120 and provide us with updated information for future promotions.

A retail account listing for this promotion is attached, please ship the number of displays indicated.

We have added the packing and billing instructions which may be helpful.

**Display Detail**
Following are the Packing Shipping and Billing instructions for the February Cigarette Outlet Buy 1 Carton Get 5 Packs Free Offer:

- Each deal is comprised of 8 Shippers for a total of 160 - 15 pack Sleeves (deal size).
- Billing is 160 Savings Priced Cartons per deal (8 Shippers, 160 billable Cartons.
- Load each Shipper with 20 offers of 1 Brand Style, Mark Brand Style on outside of Shipper Box.
- The 8 Shipper Assortment per account is comprised of:
  - 1 Box (20-15 pack Sleeves) Doral Light King Size
  - 2 Boxes (40-15 pack Sleeves) Doral Light 100's
  - 1 Box (20-15 pack Sleeves) Doral Menthol Light 100's
  - 2 Boxes (40-15 pack Sleeves) Doral Full Flavor 100's
  - 1 Box (20-15 pack Sleeves) Doral Ultra Light 100's
  - 1 Box (20-15 pack Sleeves) Doral Full Flavor King Size

Total 8 shippers (160-15 pack Sleeves) 160 billable Savings Priced Cartons

Note: In some Cases the Retail Account is scheduled to receive 2 Deals. In that case ship the account 16 of the 20- 15 sleeve shippers (double the 8 shipper assortment outlined above) and billing is 320 Savings priced cartons for those accounts.

| | |
|---|---|
| These allocations will allow you to build : | 96 Shippers |
| These shippers will service: | 11 Retail Stores |
| Ship Date to retail | Week of February 16, 1997 |

For additional Information or questions please contact your RJR Representative: Robert Fricke

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Source: https://www.industrydocuments.ucsf.edu/docs/rjfy0000

As always, thanks for your assistance in the marketing of our products

Warm Regards,

Mark

M. J. Goodman

cc: Robert Fricke



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| | | CIGARETTE STORES | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | DORAL CTS BUY 1 CARTON GET 6 PACKS FREE 6800021 | | | | | | | | | | | | | | | | | |
| | | | | | | | # | # | # | | DOR | DOR | DOR | DOR | DOR ULT | DOR | TOTAL | CS |
| SR | ACCT | FULL NAME | ADDRESS | CITY | ST | ZIP | STORES | DEALS | SHIPPER | BILLING | LT | LT 100 | MFN LT 100 | FF 100 | LT 100 | FF | CASES | SZ |
| 133402 | 775197 | CICONTE'S CARDS DBA | BUTTS AND BETS #15 | THOROFARE | NJ | 8086 | 1 | 1 | 8 | 160 | | | | | | | | |
| 133403 | 724803 | BUTTS AND BETTS | 507 BLACK HORSE PIKE #D | TURNERSVILLE | NJ | 8012 | 1 | 1 | 8 | 160 | | | | | | | | |
| 133405 | 741456 | BUTTS AND BETS | 519 WARWICK RD | SOMERDALE | NJ | 8083 | 1 | 1 | 8 | 160 | | | | | | | | |
| 133405 | 747179 | BUTTS & BETS #14 | 3521 BLACK HORSE PIKE | SICKLERVILLE | NJ | 8081 | 1 | 1 | 8 | 160 | | | | | | | | |
| 133407 | 507444 | BUTTS & BETS VI | 2146 ATCO AVE | ATCO | NJ | 8004 | 1 | 1 | 8 | 160 | | | | | | | | |
| 133403 | 859285 | BUTTS & BETS #8 | 500 N BLACK HORSE PIKE | RUNNEMEDE | NJ | 8078 | 1 | 1 | 8 | 160 | | | | | | | | |
| 133407 | 356462 | BUTTS N BETS IV | 213 S BURNT MILL RD | VOORHEES | NJ | 8043 | 1 | 1 | 8 | 160 | | | | | | | | |
| 133405 | 563052 | BUTTS N BETS III | 586 CHEWS LANDING RD | LINDENWOLD | NJ | 8021 | 1 | 1 | 8 | 160 | | | | | | | | |
| 133403 | 711470 | BUTTS AND BETS #9 | 1712 COOPER RD | DEPTFORD | NJ | 8096 | 1 | 1 | 8 | 160 | | | | | | | | |
| 133403 | 952444 | BUTTS N BETS II | 604 W KINGS HWY | MOUNT EPHRAIM | NJ | 8059 | 1 | 1 | 8 | 160 | | | | | | | | |
| 133403 | 864924 | BUTTS N BETS I | 54 PARK BLVD | CLEMENTON | NJ | 8021 | 1 | 2 | 16 | 320 | | | | | | | | |
| | | 839590 | CONTINENTAL TOBACCO | LIVE PRODUCT | | | 11 | 12 | 96 | 1920 | 4 | 8 | 4 | 8 | 4 | 4 | 32 | 6M |
| | | | | GRATIS PRODUCT | | | | | | | 4 | 8 | 4 | 8 | 4 | 4 | 32 | 12M |



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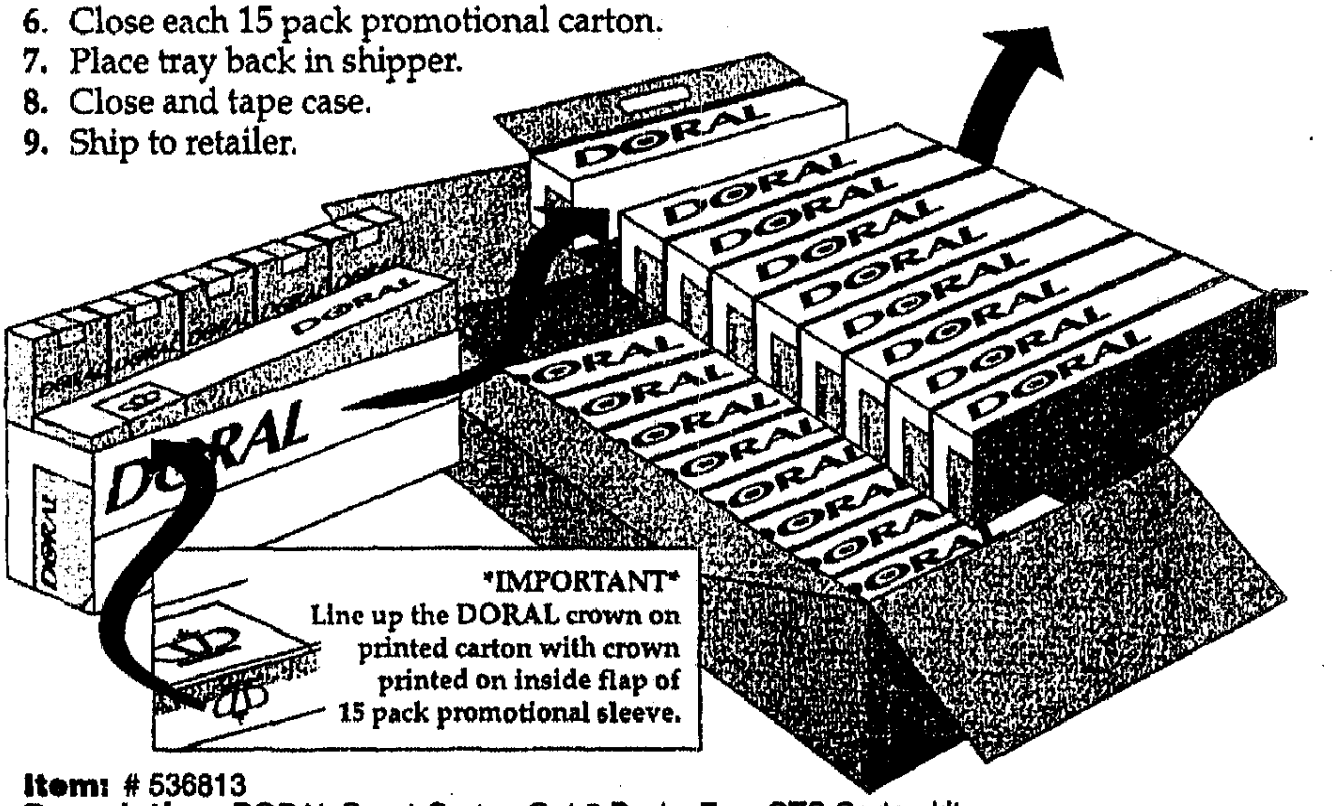
**WHOLESALER PACKING INSTRUCTIONS**

**VALUE ADDED PROMOTIONS** **1ST QTR '98**

# February DORAL Buy 1 Carton Get 5 Packs Free

## STEPS

1. Open DORAL Buy 1 Carton Get 5 Free shipping case which holds 20 offers.
2. Remove Top tray which holds 10 offers-set aside.
3. Load 1 "Live" carton of DORAL product and 5 gratis packs into each promotional sleeve on bottom level of promotional shipper (10 offers). **Gratis product is in white cartons.**
4. Close each 15 pack promotional carton.
5. Load 1 "Live" carton of DORAL product and 5 gratis packs into each promotional sleeve on top shelf of promotional shipper (10 offers). **Gratis product is in white cartons.**
6. Close each 15 pack promotional carton.
7. Place tray back in shipper.
8. Close and tape case.
9. Ship to retailer.




**Item:** # 536813
**Description:** DORAL Buy 1 Carton Get 5 Packs Free CTS Carton klt

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